

ABSTRACT OF THE DISCLOSURE

A method for distributing sports entertainment includes the step of providing
a plurality of video cameras positioned on vehicles or athletes that are participating
in sporting events, transmitters for transmitting information from the plurality of
cameras to a processing station, retransmission equipment for directing the camera
feed from each of the plurality of cameras to separate channels for distribution and
remote viewing at viewers' locations, and channel selectors that permit viewers to
select from among the various channels, thereby allowing the viewers to select from
the plurality of camera feeds. The cameras are simultaneously operated during the
sporting event so as to generate a plurality of camera feeds during the event, each feed
reflecting the perspective of an individual participant. The plurality of feeds is
received by the retransmission equipment and retransmitted to selectable channels,
each channel being associated with a respective camera feed. A viewer is thus
allowed to select from the plurality of channels to thus enable his or her viewing of
the sports event through the perspective of the participant of greatest interest to the
viewer.